

# Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover

# Disclaimer

The views expressed in this training do not necessarily represent the views, policies, and positions of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA) or the U.S. Department of Health and Human Services (HHS).



# Cultural Activation Prompts: Gaining Awareness, Part II

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# Today's Take Away

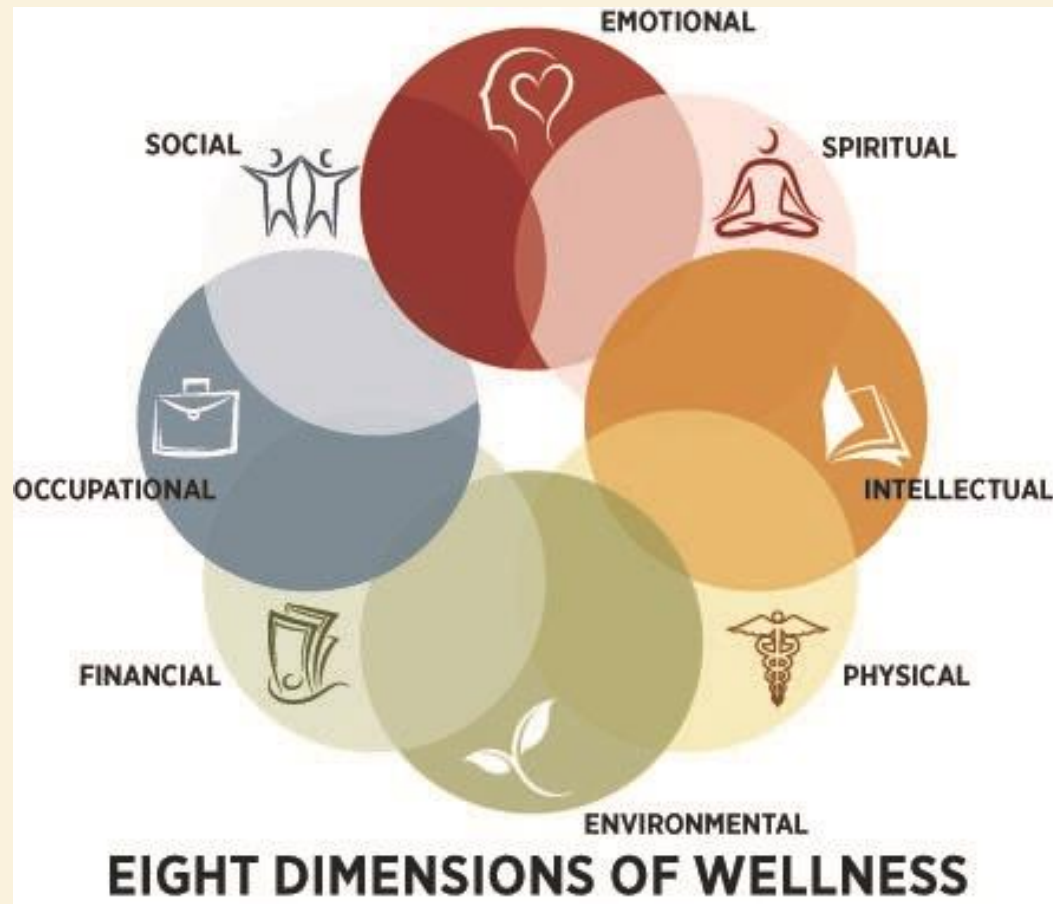
- What is Cultural Activation
  - Stages of activation and its measurement
- What are Cultural Activation Prompts (CAPs)
- Foundations of CAPs
- Access the video supplements: [Looking Through the Cultural Lens of the Client](#) and [Looking Through the Cultural Lens of the Service Provider](#)

# Definition of Wellness

“Wellness is being in good physical and mental health. Because mental health and physical health are linked, problems in one area can impact the other. At the same time, improving your physical health can also benefit your mental health, and vice versa. It is important to make healthy choices for both your physical and mental well-being.” – SAMHSA



# 8 Dimensions of Wellness



# An Activated Consumer

**Activating a consumer** to participate in the care process by providing caregivers with his/her personal **cultural lens**. A cultural lens determines what matters when receiving care and enhances the likelihood of positive outcomes.



# Cultural Activation

- A process to amplify the voices of consumers
  - Consumer feels confident in providing cultural information to their caregivers, i.e. cultural affiliations, mental health challenges, views, and attitudes as it's related to their health/health care

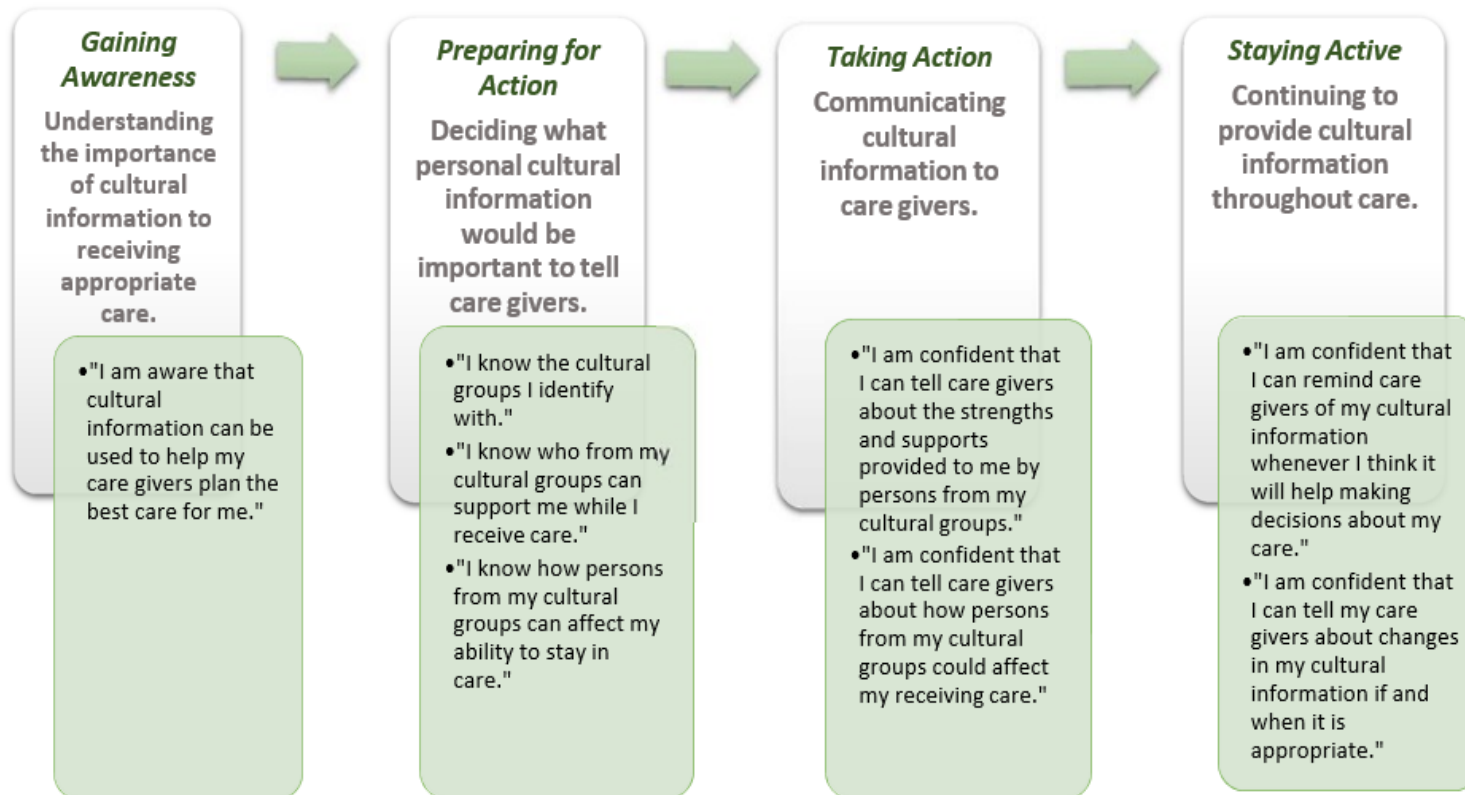


# Cultural Activation

- Can be viewed as:
  - An adjunctive to shared-decision making
  - A facet of consumer empowerment
- Enhances the provider's knowledge of a consumer's cultural identity and cultural views on receiving care
- Takes place over time and through multiple stages

# Stages of ACTIVATION and its MEASUREMENT

## Stages of Consumer Cultural Activation and Cultural Activation Measurement Scale (CAMS) Items



# Cultural Activation: Shared Concepts

- Communicating with providers about our cultural views and their role in our mental health care can promote health activation
- Health Activation:
  - Is a developmental process that includes different elements of knowledge, belief, and skill
  - Includes active engagement in the care process
  - Includes being culturally activated

Source for Activation Definition:

Hibbard, J. H., Stockard, J., Mahoney, E. R., & Tusler, M. (2004). Development of the Patient Activation Measure (PAM): Conceptualizing and Measuring Activation in Patients and Consumers. *Health Services Research*, 39(4 Pt 1), 1005–1026.

# Cultural Activation: Shared Concepts

- Consumer Empowerment
  - Empowering consumers to voice their cultural values
  - Enhances the direct role consumers can play in making treatment and recovery plans

# Cultural Activation: Shared Concepts

- Cultural Competency
  - Increases cultural competency of caregivers by enhancing their knowledge of the aspects of a consumer's cultural identity that should be considered during/throughout their health care treatment plan

# Cultural Information Providers Should Know

- Cultural identity:
  - Multi dimensional, dynamic
  - Contextual
    - Could vary in different contexts
    - Could change over time



# Cultural Information Providers Should Know

- What culturally matters when receiving care, recovering, and living a meaningful life in the community:
  - Worldviews, values, and attitudes
  - Cultural strengths
  - Cultural care barriers
  - Cultural supports

# Importance of Consumer Cultural Activation

- **Cultural Information**

- Improves the **therapeutic encounter**
  - **Trust building**
- Enhances likelihood of greater **engagement** and **retention** in care
- Makes **health care decisions** more personalized and appropriate for the patient/user
- Allows **recovery plans** to be developed that are better attuned to cultural identity needs

# Culturally Competent Clinicians

- Should conduct cultural assessments
  - Several instruments exist, e.g. APA-endorsed DSM-V Cultural Formulation Interview
- Cultural information should be shared with providers and inform all phases of a treatment encounter/plan

***Neither of these events may take place***

# Cultural Activation Prompts (CAPs)

- A tool to promote cultural activation
- A list of 15 cues for consumers to use to convey information to caregivers on what culturally matters to them in receiving care
- Foundations of CAPS
  - Medical anthropology
  - DSM-V Cultural Formulation Provider Interview
  - Consumer input



# Foundation

## Medical anthropology:

- Medical anthropologist Kleinman's "Three Cs" of Explanatory Model of Illness:
  - Call
  - Cause
  - Course.... Replaced by expectations of recovery

# Foundation

## **DSM-V Cultural Formulation Interview:**

- Cultural definition of the problem
- Cultural perceptions of cause, context, and support
- Cultural factors affecting self coping
- Past help seeking
- Current help seeking treatment preferences



# Foundation

## Consumer Input

- Presentations to various consumer groups
- Peer Specialist/Advocate reviews
- State Multicultural Advisory Committee

# Cultural Activation Prompts (CAPs) for Consumers:

*Prompts for a consumer to start a cultural conversation  
with their caregivers*

Access the video supplement to this webinar, [Looking Through the Cultural Lens of the Client](#), for more information.

Available online at:

<https://youtu.be/BAC-NoI-15E>

# Cultural Activation Prompts (CAPs) for Consumers (continued):

## ***Prompts for a consumer to start a cultural conversation with their caregivers***

### **Tell them...**

- ...what you would like to be called.
- ...the kind of person you would like to receive care from.
  - *Even if the person you are seeing for your care is not your first choice, it is still good to discuss this*
- ...the different cultural groups you identify with because you share some of their important values and world views - *This is your **cultural identity**.*

# Cultural Activation Prompts (CAPs) for Consumers (continued):

## Tell them...

- ...any negative or traumatic experiences you have had related to your cultural identity.
- ...the names given by persons in the groups you culturally identify with for why you are seeking care, *even the ones that may be hurtful.*
- ...what individuals from the groups you culturally identify with may think is the reason(s) you're seeking care.

# Cultural Activation Prompts (CAPs) for Consumers (continued):

## Tell them...

- ...why you think you need care.
- ...what attitudes that people from the cultural groups you identify with have about you seeking care.
- ...what supports might be given to you from the cultural groups you identify with while you are receiving care.

# Cultural Activation Prompts (CAPs) for Consumers (continued):

## Tell them...

- ...what stresses might be placed on you by persons from the groups you culturally identify with when you are receiving care.
- ...who from the groups you culturally identify with might help you while you are in care.
- ...about the different kinds of care or alternative practices that have been helpful to you in the past.



# Cultural Activation Prompts (CAPs) for Consumers (continued):

## Tell them...

- ...about care that you have had that was not helpful.
- ...things you like to do with groups you culturally identify with where you live, work, worship, shop, play, etc.
- ...how people from the cultural groups you identify with know that you are in recovery.

# Discussion

## ***Prompts for Caregivers to Start Cultural Conversations with Consumers***

- How can you use your cultural humility to culturally activate the consumers you serve?
- What do you see as possible challenges in activating and engaging the consumers you serve?

### ***Additional Resources:***

- Access the video supplement [Looking Through the Cultural Lens of the Service Provider](https://youtu.be/GY_SQe-PtEk). Available online at:  
[https://youtu.be/GY\\_SQe-PtEk](https://youtu.be/GY_SQe-PtEk)

# Summary

I AM WHO  
I AM, AND  
THAT'S ALL  
I CAN BE



I AM WHO I AM,  
ACCEPT ME,  
REJECT ME,  
BUT  
I'M STILL ME

# Next Week in Cultural Activation

## **Staying Active: Sustaining Confidence**

- Engaging clients
- Organizational infrastructure to support CAPs
- Knowing your consumer and sustaining cultural activation:
  - Organization
  - Data to identify and sustain improvement

# Thank You!

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## **SAMHSA's Program to Achieve Wellness**

For More Information or to Request TA, Contact Us:

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# References

- Hibbard, J. H., Stockard, J., Mahoney, E. R., & Tusler, M. (2004). Development of the Patient Activation Measure (PAM): Conceptualizing and Measuring Activation in Patients and Consumers. *Health Services Research*, 39(4 Pt 1), 1005–1026.  
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